

Chapter Outline:

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CHAPTER 4: PROGRAM RECOMMENDATIONS

4.0 Overview

Reaching the goals of the Carrboro Bicycle Transportation Plan will require a comprehensive approach that goes beyond the installation of recommended bicycle facilities. Meeting mode-share goals, for example, requires programs to encourage proper use and enjoyment of the system. This chapter outlines recommended programs for the Town of Carrboro to meet the needs of bicyclists that cannot be met through facility construction alone.

4.1 Program Recommendations

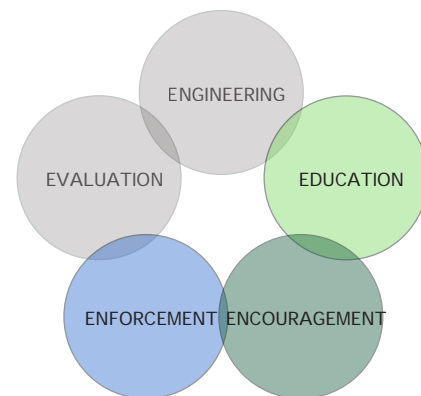
Bicycle-related programs listed in this chapter are provided to demonstrate the variety of opportunities available for promoting bicycling and active lifestyles in Carrboro. The Town should work closely with local volunteers and community organizations to implement events and activities, research new program ideas, and improve upon existing programs. Program recommendations come in the form of three E's: education, encouragement, and enforcement. All three E's are important in establishing a higher ranking as a bicycle-friendly community. The most important programming effort is the development of a Bicycle Advocacy Group described below.

Bicycle Advocacy Group

A Citizens Bicycle Advocacy Group, established by citizens of Carrboro, should be formed to champion the recommendations and implementation of this Plan. During public workshops for this planning process, a number of residents expressed interest in forming this group. This advisory group would not be Town-supported but key Town staff should be involved. The group would be a beneficial resource for promoting bicycle safety, providing feedback on

opportunities and obstacles within the bicycle network, and assisting in the coordination of events and outreach campaigns. The group would meet quarterly to encourage and evaluate the progress of overall plan implementation. For example, the group could initiate a bicycle ambassador program to encourage more bicycling in the community, help seek grants to implement facilities and programs recommended in the plan, and evaluate the progress of the overall implementation.

The Town of Carrboro is fortunate to already have the establishment of a Greenways Commission and a Transportation Advisory Board. Greenway and transportation planning plays an important role in the bicycle network in terms of design and implementation because these types of facilities promote bicycling and safety. These two committees can meet to help to push the efforts of maintaining bicycling as a priority within Carrboro. The Citizens Bicycle Advocacy Group should work closely with these groups to ensure proper communication and integration of efforts.



Case Study: Bicycle Advocacy Group

The San Francisco Bicycle Coalition (SFBC) is one of the oldest bicycle advocacy groups in the country, founded in 1970, to work for a more bicycle-friendly city. Today, nearly 10,000 members are working towards more safe, efficient, and green ways to move around the city. Successes resulting from SFBC efforts include 201 miles of bicycle lanes and paths, bicycle access on mass transit, and bicycle access on the Golden Gate Bridge. The SFBC provides free urban cycling classes, distributes hundreds of free bike lights and helmets to cyclists in underserved communities, hosts dozens of events including Family Bicycling Day, and provides free, valet bike parking to major events including San Francisco Giants baseball games. The SFBC partners with a number of agencies including mass transit groups, the Police Department, YMCA, San Francisco Department of the Environment, and other community groups.

In order to achieve these successes, the SFBC employs a number of efforts. To work for a citywide, connected bicycle network, the coalition works on bike network campaigns in districts throughout the City. It utilizes the volunteer efforts of hundreds of people for education and encouragement events. More recently, the SFBC developed a 2008-2012 Strategic Plan with visions, goals, strategies, and success measurements. Over half the funding for the SFBC comes from members and donors. Benefits, events, and grants provide an additional 25% of the group's funding. The majority of expenditures go to programs.

For more information, visit <http://www.sfbike.org/>



4.2 Education

Public Education

Educating adults and children about proper bicyclist and motorist behavior is critical for creating a safe, bicycle-friendly community. A number of educational techniques and materials are available and should be pursued by the Town of Carrboro. Educational materials can focus on safe behaviors, rules,

and responsibilities. Information may include important bicycle laws, bulleted keys for safe bicycle travel, safe motor vehicle operation around bicycles, and general facility rules and regulations. This safety information is often available for download from national pedestrian advocacy organizations, such as the Pedestrian and Bicycle Information Center website, www.pedbikeinfo.org. Information can be distributed through brochures, newsletters, newspapers, bumper stickers, and other print media. It can also be posted on municipal websites and shown on local cable access television. Local events such as earn-a-bike programs, bicycle rodeos, and summer camps can be organized by the Town and can be utilized to distribute information using a booth to display related print media. Brown-bag events and clinics are excellent means to provide adult education. Such events can be an opportunity to distribute new bicycle maps. A representative from the proposed Citizens' Bicycle Advocacy Group could volunteer at events to answer questions related to bicycling in Carrboro.

- **Motorist Education** - Revise the Town's traffic calming program to target all forms of transportation. Brochures, newspaper articles and newsletters, may be utilized as part of the traffic-calming initiative. Enhanced, educational enforcement of unsafe behavior will help as well.
- **Adult Education** - Conduct brown-bag events and clinics for adults and distribute safety materials and bicycle maps. Bicycle shops and clubs should be involved in education. Enhanced, educational enforcement of unsafe behavior will help as well.

• **Safety Programs for Children** -

Currently, the schools in the Town of Carrboro provide the NCDOT “Basics of Bicycling” course for fourth and fifth graders. In addition, the Town should launch programs that target all bicyclists and conduct earn-a-bike programs, bicycle rodeos, and summer camps. Bicycle shops and clubs should be involved in education. Enhanced, educational enforcement of unsafe behavior will help as well.

• **Public Safety** - Develop bicycle safety materials, brochures, newsletters, and bicycle maps for distribution at schools, places of work, and events. Bicycle maps should provide educational and safety information. These materials should be available on the Town’s website as well.

• **Routine Local Safety Education** - Seek opportunities to distribute and communicate bicycle safety education messages. Include routine bicycle safety education messages in quarterly Town newsletters, water bills, or other distributions.

Internal Education

‘Internal’ education refers to the training of all people who are involved in the actual implementation of the Bicycle Transportation Plan. Internal training should be sponsored by the Town of Carrboro, and is essential to institutionalizing bicycle issues into the everyday operations of public works, planning, and parks & recreation departments. In addition to relevant Town staff, members of the local

planning commission, NCDOT Division 7 staff, and county staff should also be included in training sessions whenever possible. This training should cover all aspects of the transportation and development process, including planning, design, development review, construction, and maintenance. This type of ‘inreach’ can be in the form of brown bag lunches, professional certification programs and special sessions or conferences. Even simple meetings to go over the Bicycle Plan and communicate its strategies and objectives can prove useful for staff and newly elected officials that may not have otherwise learned about the plan. Bicycle planning and design issues are complex, and state-of-the-art research and guidelines continue to evolve. Therefore, training sessions need to be updated and repeated on a regular basis.

Local law enforcement should be trained in accurate reporting of bicycle crashes involving automobiles. In many communities, police do not always adequately understand the rights of bicyclists. Proper interpretation of individual circumstances and events is critical for proper enforcement and respect between motorists and bicyclists. Special training sessions should be instituted and occur annually for new employees within the Police Department that focus on laws relating to bicycle travel.

Bicycle Ambassador Program

The proposed Bicycle Advocacy Group should begin this program as one of their early initiatives. Bicycle ambassadors are an important part of outreach to promote bicycle safety and awareness. Ambassador programs around the country promote safety for all road users, bicyclists, motorists, and pedes-



Fig. 4-1. An after-work event is held at a local cafe in Durham, NC, for the Bike to Work Week event.



Fig. 4-2. A child displays a right-turn-signal during a summer Bike Camp event in Portland, OR.

trians. Members of the Bicycle Advocacy Group may volunteer to be ambassadors as well as recruit community members to be ambassadors. The ambassadors program would host programs, demonstrations, and events at events, summer camps, and schools. One of the more popular programs in the country is Mayor Daley's Bicycling Ambassadors in Chicago (<http://www.bicyclingambassadors.org/>) where the group includes adult and junior ambassadors, hosts a number of educational events, and sports their own T-shirts. Local bicycle shops and groups in Carrboro should be involved such as the ReCYCLery.

League Cycling Instructors (LCI)

The LCI certification is acquired by everyday people who are trained by seminar. Having certified teachers for Bicycle Education is a great way to help bicyclists in the Town of Carrboro. Instructors may teach youth and adults. Currently, the Town of Carrboro has 3 LCI instructors within a 35-mile radius. The newly-formed Bicycle Advocacy Group should pursue additional LCI-certified residents.

Education Resources

One section of the *Pedestrian and Bicycle Information Center* website provides important messages for a range of different audiences that can be part of an educational campaign or program. It also offers links for finding more information related to bicycling education: <http://www.bicyclinginfo.org/education/>

The League of American Bicyclists has been working for better cycling in America since 1880. They do this by promoting bicycling, educating cyclists and motorists, and advocating on behalf of cyclists on Capitol Hill and with state legislators across the United States. This web page has information on some of their programs: <http://www.bikeleague.org/programs/index.php>

The mission of the *National Center for Bicycling & Walking (NCBW)* is to help create bicycle-friendly and walkable communities across North America by encouraging and supporting the efforts of individuals, organizations, and agencies. This section of the website provides information on the workshops they offer for the general public as well as for training professionals: <http://www.bikewalk.org/workshops.php>

The role of the *Active Living Resource Center (ALRC)* website is to provide resources and tools to help make walking and bicycling part of your community's healthy lifestyle. This page of the website contains educational information related to bicycling: <http://www.activelivingresources.org/bikingand-walking.php>

NCDOT Division of Bicycle and Pedestrian Transportation provides significant information related to bicycle programming: http://www.ncdot.org/transit/bicycle/safety/safety_programs.html. Also, they list print material that is available for download: http://www.ncdot.org/transit/bicycle/safety/safety_materials.html#posters



Fig. 4-3. The ReCYCLery in Carrboro could begin organizing group rides and furthering encouragement activities in the community.

Safe Communities is a project of the National Highway Traffic Safety Administration (NHTSA). Nine agencies within the U.S. Department of Transportation are working together to promote and implement a safer national transportation system by combining the best injury prevention practices into the Safe Communities approach to serve as a model throughout the nation: <http://www.nhtsa.dot.gov/safecomunities>

Safe Kids Worldwide is a global network of organizations whose mission is to prevent accidental childhood injury, a leading killer of children 14 and under. More than 450 coalitions in 15 countries bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. Visit their website to receive information about programs, involving media events, device distribution and hands-on educational activities for kids and their families: <http://www.usa.safekids.org/>

Rules of the Road for Grandchildren: Safety Tips is an information website for grandparenting. If you are a grandparent, you can play an important role in teaching your grandchildren the “rules of the road.” AARP: <http://www.aarp.org/confacts/grandparents/rulesroad.html>

Eat Smart, Move More is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray: <http://www.eatsmartmove-morenc.com/>

American Trails supports local, regional, and long-distance greenways and trails, whether in backcountry, rural, or urban areas. This page of the website contains studies and reports that can be referenced in educational materials related to trails and greenways: <http://www.americantrails.org/resources/>

Worldcarfree.net is a clearinghouse of information from around the world on how to revitalize towns and cities and create a sustainable future. In addition to serving the carfree movement, Worldcarfree.net offers resources for architects, planners, teachers/professors, students, decision-makers and engaged citizens: <http://www.worldcarfree.net/>



Fig. 4-4. Businesses across the Triangle sponsor the Smart-Commute challenge and other commuter clubs.

4.3 Encouragement

Employer Programs

To encourage bicycling and walking to work, employers can provide programs and incentives. When bicycling is encouraged, the employer benefits from improved employee health and morale along with an enhanced community perception when protecting the environment and being active in the community. Promotions could include a Bike to Work Day or a morning Pit-Stop where employees can receive free refreshments. Employers can provide educational workshops, bicycle parking options, and employee incentives. Incentives may include prize drawings, t-shirts, free tune-ups at a local bicycle shop, and bicycle maps.

Case Study: Adult Bicycle Encouragement

The City of Portland, Oregon's Office of Transportation developed Downtown Smart Trips, a program that encourages bicycle commuting and provides incentives to workers, employers, and residents in Portland's downtown area. The program provides information to employers encouraging bicycle commuting options including improved health and productivity reduced demand for parking spaces, attracting employees, and providing tax breaks. The program also provides assistance to employers such as consultations, workshops, and presentations. Free information, maps, and gifts are provided to employers and individuals who request it. Those who complete pledge forms to increase commute trips by bike, transit, walking, and carpool are entered into prize drawings and encouraged to enter challenges. The overall SmartTrips program for the City of Portland extends outside of Downtown and is funded at \$570,000 per year.

For more information, visit <http://www.portlandonline.com/TRANSPORTATION/index.cfm?c=43820>



School Programs

Many programs, such as Safe Routes to School, exist to aid communities in developing safer bicycle and pedestrian facilities around schools. Programs can be adopted by parents or the schools to provide initiatives for walking or biking. Information is available to encourage group travel, prevent bicycle- and pedestrian-related injuries, and sponsor commuter-related events. Carrboro can develop and implement action plans for all schools to participate in these programs and later apply for funding. The Safe Routes to School program also provides implementation and construction funding for facilities near schools.

After-school programs, summer bike camps, and Family Fun Rides can be created to provide a supportive environment for children to learn how to ride a bike comfortably and safely with friends, learn how to repair and maintain a bicycle, and tour their city and its destinations.

Case Study: Safe Routes to School Program - Davis, CA

The City of Davis, CA, has a very active Safe Routes to Schools program. All schools are involved in the Safe Routes to Schools program. The City's Bicycle/Pedestrian Coordinator created Suggested Safe Routes to School maps for local elementary schools that highlight key transportation infrastructure in each school boundary area. The City updates these maps on an annual basis, highlighting key safety. These routes take advantage of signalized crossings and adult crossing guards. In order to ensure the maps are as helpful as possible to all parties, the City staff has conducted a comprehensive survey about travel to school to gather more information.

Another Davis, CA, Safe Routes to School initiative involves an annual report prepared by engineering and public works staff. Working with the local bicycle and safety advocacy groups and City staff, this process ensures that specific school, bicycle, and pedestrian safety issues are addressed when roadway improvement projects are scheduled near a specific school.



Youth Recreation and Intervention

Encouraging and educating the Town's youth is critical to ensure bicycle usage in future generations. A number of methods may be considered for youth bicyclists. Classroom training, already occurring in the Town of Carrboro, brings the concept of bicycling into the minds of youth. Additional methods such as bicycle rodeos, summer bicycle camps, family fun rides, and after-school programs should be pursued by the Town.

Case Study: Youth Bicycle Encouragement

The City of Davis, CA, utilizes its recreational events and camps to encourage youth bicycling. The City created summer camp programs involving bicycle education. The Parks and Community Services Department has established a number of summer camps that incorporate bicycles as a required mode of transportation to some locations and activities. The soccer league also encourages children and their parents to bicycle to their games. For more information, visit <http://www.cityofdavis.ca.us/pcs/download/>

Awareness Days/Events

A specific day of the year can be devoted to a theme to raise awareness and celebrate issues relating to that theme. A greenway and its amenities can serve as a venue for events that will put the greenway on display for the community. Major holidays, such as July 4th, and popular local events such as the town's Carrboro Day serve as excellent opportunities to distribute bicycling information. The following are examples of other national events that the Town of Carrboro can use to improve usage of bicycle facilities:



Fig. 4-5. Bicycle patrol officers in TX.

National Bike Month

May is National Bike Month and is an important annual event to promote and encourage bicycling. The entire month provides a chance for people to consciously promote the many ways bicycling is a fun, recreational, and useful way to get around. Bicycling to work is one of the main goals that is encouraged and promoted. Many events are clustered around a week in mid-May which is Bike-to-Work Week and typically a Friday of that week which is Bike-to-Work Day. The Town of Carrboro posts flyers and posters and sends targeted emails. This would also be an opportunity to promote the Bicycle Advocacy Group, host an Ambassador and/or bicycle event, provide educational materials and bicycle maps, and give prizes. For other ideas, visit: http://www.bikeleague.org/programs/bikemonth/pdf/50_things_for_bike_month.pdf.

Bike to Work Day

Bike to Work Day is an annual event held on the third Friday of May across the United States that promotes the bicycle as an option for commuting to work. Leading up to Bike to Work Day, national, regional, and local bicycle advocacy groups encourage people to try bicycle commuting as a healthy and safe alternative to driving by providing route information and tips for new bicycle commuters. On Bike to Work Day, these groups often organize bicycle-related events, and in some areas, pit stops along bicycle routes with snacks. The Town of Carrboro, with help from the newly-formed Bicycle Advocacy Group, should work to make this a more significant event, adding such things as a breakfast event and prizes for bicycle commuters.

Bike to Work Day was originated by the League of American Bicyclists in 1956 and is a part of Bike-to-Work Week, which is in turn part of National Bike Month. The week and month should also be promoted and celebrated by the Town of Carrboro. For more information visit: <http://www.bikeleague.org/programs/bikemonth/>

Annual Bike Tours

Currently, two tours occur in or around Carrboro: Rural Heritage Tour and Cycle North Carolina. The Rural Heritage Tour (Bikefest) offers several choices of distances up to 100 miles and includes routes through Orange County, into the rural areas surrounding Carrboro. The Cycle North Carolina tours vary year to year but often come through the Triangle. The Town of Carrboro should host its own bicycle tours that utilize existing bicycle lanes and rural roadways surrounding the Town. This event would provide an opportunity to promote and publicize bicycling in a number of ways. The Town should consider multiple annual bicycle events that could include races such as Criteriums and Century rides along with family rides, social rides, and interpretive rides. Events could happen in correspondence with National Bike Month or holidays.

Bicyclist Breakfast

Breakfast events are an excellent means of encouragement through camaraderie and community building. The City of Durham, NC, bicycling community has held these events on weekday mornings each month as part of bicycle commuting.

International Car-Free Day (September 22)

Designate one day a year for people to walk to work to help advance programs, promote active living, and raise awareness for environmental issues. Car-Free Day can be at the end of an entire week or month of alternative transportation promotional activities, including fitness expos, transit-use incentives, walking and jogging group activities, running and bicycling races and rides, etc. For more information visit: <http://www.worldcarfree.net/wcfd/>

“Strive Not to Drive Day”

This event example, from the Town of Black Mountain, North Carolina, is an annual event to celebrate and promote the Town’s pedestrian achievements for the year throughout their region. Awards for pedestrian commuters, as well as booths, contests, and other events are organized through their local MPO Bicycle and Pedestrian Task Force and the Land-of-Sky Regional Council. A similar event could be held in Carrboro to focus on bicycling issues, as the Bicycle Transportation Plan is implemented.

National Trails Day

This event is held every year in June. Other events, competitions, races, and tours can be held simultaneously to promote trail use within Carrboro. For example, in Greensboro, North Carolina, the Parks and Recreation Trails Division sponsors events for National Trails Day, and it has become a huge event for the entire city. For more information visit: <http://www.americanhiking.org/NTD.aspx>

Earth Day

Earth Day is April 22nd every year and offers an opportunity to focus on helping the environment.

Efforts can be made to encourage people to help the environment by bicycling to destinations and staying out of their automobiles. This provides an excellent opportunity to educate people of all ages in Carrboro. For more information visit: <http://www.earthday.net/>

Use Facilities to Promote Other Causes

Greenways could be used for events that promote other causes, such as health awareness. Not only does the event raise money/publicity for a specific cause, but it encourages and promotes healthy living and an active lifestyle, while raising awareness for bicycling activities. Non-profit organizations such as the American Cancer Society, American Heart Association, and the Red Cross sponsor events such as the Tour de Cure, a series of cycling events held in more than 80 cities nationwide to benefit the American Diabetes Association.

Bicycle Activities/Promotion within Local Organizations (Bicycle Clubs, Bike Shops, and Bike Rentals)

The Town of Carrboro has numerous organizations that could be utilized to promote bicycling activities (e.g., the local bicycle stores, the ReCYCLery, local cycling groups, local schools/PTAs, neighborhood groups, homeowners associations, etc.). Education, enforcement, and encouragement programs can be advertised and discussed in local organization newsletters, seminars, and meetings. Such organizations could even organize and cross-promote their own group rides, trail clean-ups, distribute new bicycling maps, and broadcast information about new programs in the community as well as other activities listed in this section. Carrboro can



Fig. 4-6. The ReCYCLERY was started by local citizens and could be expanded with the help of the Town.



Fig. 4-7. The Clean Machine, located off Main Street, should have an active role in programming.

partner with such local organizations or bike shops to expand the free bikes program that will appeal to tourists or those who do not own a bicycle. Efforts should also be made to reach out to the Spanish-speaking population to encourage bicycling and educate about facility use.

Expand BUB (Rental) and ReCYCLERY Programs

The Blue Urban Bikes (BUB) and ReCYCLERY programs were started by, and continue to be run by, local citizens and provide great resources to encourage and educate bicyclists. BUB is a community bicycle loan program that provides bicycle check-out stations throughout Chapel Hill and Carrboro, offering inexpensive yearly memberships and 24-hour free bicycle rental periods. The ReCYCLERY offers a short class on how to maintain and repair their bicycles. The Town of Carrboro should help expand these two programs, increasing the bicycles and resources available. One first step is making Town Hall a BUB hub.

Cycling Clubs/Bicycle-Commuting Groups

Neighborhoods, local groups, or businesses could promote cycling clubs for local residents or employees to meet at a designated area and exercise on certain days before or after work (or even to work), during lunch breaks, or anytime that works for the group. This informal group could be advertised on local bulletin or information boards. These clubs could be specialized to attract different interest groups. For example, in the Durham's Research Triangle Park, several work places (Such as RTI International) have organized their own riding groups to promote cycling and active, healthy lifestyles.

The Town of Carrboro area already features the Carolina Tarheels Bicycle Club along with an active bicycling community that has additional organized weekly rides. The Carolina Tarheels is a group of bicycle enthusiasts who organize social rides in Orange, Durham, Wake, Alamance, and Chatham counties. The group meets in Carrboro on Wednesday and Saturday mornings. The Saturday morning ride begins at Wilson Park. These groups should be encouraged and supported by the Bicycle Advocacy Group. The clubs could be expanded to reach out to less experienced cyclists and provide advocacy and workshops in addition to their group rides.

Specialty Shops

The Town of Carrboro is fortunate to have The Clean Machine, a specialty bicycle shop located in downtown. The Clean Machine should be involved with programming efforts of the Town of Carrboro and the Bicycle Advocacy Group. The shop should be involved in events, conduct promotions, and provide event prizes.

Bicycle Maps

Town-wide bicycle maps, in both online and foldable hardcopy formats, encourage use by detailing existing bicycle facilities, routes, and destinations. Bicycle maps also provide an opportunity for bicycle education and safety information. Bicycle map distribution at events and bicycle shops will encourage more bicycling and inform new and current residents of the great facilities the Town of Carrboro features. This map should be developed during implementation of this Plan and be updated regularly.

Orange County Bike Map

The Orange County Bike Map, which will be published in early 2009, will include facilities within Carrboro.

Carrboro Bikeways Map

This map was developed by the Town of Carrboro, and highlights the locations of existing and planned bike lanes and bike paths. This map should be updated with future planned bicycle facilities within the town. Maps are available at Town Hall.

Mountain Bike Trail Maps

Mountain bike trail maps should also be provided for sites where mountain biking is appropriate and accepted. These maps should be provided both online and as foldable hard copies. The maps should also provide recommended routing from surrounding areas to the mountain bike trails to encourage a complete bicycle trip.

Adopt-A-Trail

Local clubs and organizations provide great volunteer services for maintaining and patrolling trails. This idea could be extended to follow tour routes or specified streets/sidewalks. A sign to recognize the club or organization could be posted as an incentive to sustain high quality volunteer service. The Boy Scouts of America serve as a good model for participation in this type of program.

Revenue-Generating Programs

The Town of Carrboro should be proactive in increasing revenue from programs and events that can help fund the building, management, and maintenance of future facilities. Fees could be increased in

events annually or biannually to increase revenue. Specific program and event ideas that are being used to generate revenue across the country include:

- Races/triathlons (fees and/or donations)
- Concessions
- Educational/Nature/Historic tours (fees and/or donations)
- Fund-raisers including dinners/galas
- Moonlight bike rides and walks (fees and/or donations)
- Greenway parade (fees and/or donations)
- Concerts (fees and/or donations)
- Art events along greenway (fees and/or donations)
- Events coincident with other local events such as fairs, festivals, historic/folk events, etc.
- Media events and ribbon-cuttings for new trails and bicycle facilities (donations)

Other Efforts

A number of other encouragement efforts may be undertaken by the Town of Carrboro. These include but are not limited to:

- Provide annual reports to the community that update bicycle improvements
- Promote and advertise new programs and events
- Reach out to the Spanish-speaking population to encourage safe bicycling



Encouragement Resources

Safe Routes to School is a national program with \$612 million dedicated from Congress from 2005 to 2009. Local Safe Routes to School programs are sustained by parents, community leaders, and citizens to improve the health and well-being of children by enabling and encouraging them to walk and bicycle to school. Recently, the state of North Carolina has started the NC Safe Routes to School Program based off of the national program. The state has \$15 million over the next 5 years for infrastructure improvements within 2 miles of schools. This funding can also be used towards the development of school related programs to improve safety and walkability initiatives. The state requires the completion of a competitive application to apply for funding and a workshop at the school to determine what improvements are needed: <http://www.saferoutesinfo.org> and <http://www.ncdot.org/transit/bicycle/saferoutes/SafeRoutes.html>

BikeIowa provides a good resource, the “Employer’s Bike to Work Guide,” providing ideas for encouraging bicycle commuting: <http://www.bikeiowa.com/asp/bike/EmployerGuide.asp>

This web page from the *League of American Bicyclists* has information on encouraging bicycle commuting: <http://www.bikeleague.org/resources/better/commuters.php>

Bikes Belong is sponsored by the U.S. bicycle industry with the goal of putting more people on bicycles more often. From helping create safe places to ride to promoting bicycling, they carefully select projects and partnerships that have the capacity to make

a difference. Their work concentrates on four main areas: federal policy and funding, national partnerships, community grants, and promoting bicycling. In addition, they operate the Bikes Belong Foundation to focus on kids and bicycle safety: <http://www.bikesbelong.org/>

The Thunderhead Alliance is a national coalition of advocacy organizations working to promote bicycling and walking. There are a number of organizations working at the state and local levels to educate and encourage communities to walk and bike: <http://www.thunderheadalliance.org/site/index.php/site/index>

4.4 Enforcement

Enforcement of proper bicycle, pedestrian, and motorist behavior and interaction is critical for the safety of Carrboro. As more residents choose bicycling as an option, interactions will continue to increase. Enforcement can occur in a number of ways but should mostly include an educational component. The Carrboro Police Department along with the recommended Ambassador Program can carry out the enforcement/education.

Targeted Motorist Enforcement

Based on crash data analysis and observed patterns of behavior, law enforcement can use targeted enforcement to focus on key issues such as motorist speeding, improper passing, parking in bicycle lanes, etc. These issues should be targeted and enforced consistently. The goal is for bicyclists and motorists to recognize and respect each other’s rights on the roadway. Carrboro should set up speed enforcement in areas that are highly trafficked by bicycles,

such as rural roads and the downtown area. Other measures, such as traffic calming programs, can strengthen and protect neighborhoods or other local streets by improving the quality of life in these areas. When traffic problems become a daily occurrence, the sense of community and personal well-being are threatened.

Traffic Calming Programs - Davis, CA

The City of Davis, CA, launched Street Smarts with the goal of establishing a public-private traffic safety effort to educate drivers, pedestrians, and bicyclists on issues related to traffic safety. The program is led by the City of Davis Public Works Department but partners include the Chamber of Commerce, Farmers Market, School District, Police Department, UC Davis, and other agencies. Street Smarts has developed a number of strategies including public service announcement videos, advertisements, events, school activities, and a Pace Car. The Street Smarts program has made school areas a priority and has installed bright banners near schools urging drivers to “Keep Our Kids Safe, Slow Down,” placed speed boards near schools to alert drivers how fast they are going, and stepped up enforcement. The program specifically addresses the proper use of helmets, hand signals, and the importance of obeying traffic laws for bicyclists. Although the campaign was launched with City funding, the program requires community support and donations in order to achieve its public education goals. The program runs both educational video and poster contests for the general public.

For more information, visit <http://www.city.davis.ca.us/streetsmarts/>.

Targeted Bicyclist Enforcement

In many cases observations made by local bicyclists can be used to identify specific areas of conflict (see online public comment form results in Appendix B: Public Input). To encourage the proper use of bicycle facilities this Plan recommends that a group, such as the Bicycle Advisory Group or the Bicycle Ambassadors, work with the Carrboro Po-

lice Department to develop a volunteer patrol team. Together, they could identify the role of the patrol team and how they would report back to the Police Department. Another task would be to work with the Police Department to identify the best way for citizens to report incidents to the police and how to best publicize this information to the bicycling community.

Additionally, unsafe cycling (e.g., riding on the wrong side of the street, riding without lights at night, or children riding without helmets) should be addressed by local law enforcement through warnings and educational methods, with an understanding that there may be a learning curve for new or inexperienced cyclists. Again, the goal is for bicyclists and motorists to recognize and respect each other's rights on the roadway.

Furthermore, targeted enforcement should occur at sites of new bicycle facilities including bicycle lanes and new intersection facilities such as bicycle boxes when they are implemented. This will help bicyclists who will likely be unfamiliar with some of the new bicycle roadway treatments.

Local Police Input

A member of the Carrboro Police Department should serve as the point person for the proposed Bicycle Advocacy Group and assist the group with understanding bicycle laws. Likewise, the Bicycle Advocacy Group could help the police department understand bicycling issues of concern to citizens, that may not be directly expressed to the department.



Police Officer Training

Internally, Carrboro should create new training sessions and programs for police officers that focus on enforcement, crashes, and bicycle laws. When new facilities are implemented, workshops or certification programs should be launched that educate officers about motorist and bicyclist laws. Training programs are held year-round at locations across the country in which officers can receive certificates.

Bicycle Patrol

As resources allow, the Town of Carrboro should consider creating bicycle patrol positions within the department. In many locations bicycle patrol units have proven to be a cost-effective, efficient and meaningful supplement to traditional police patrol units. As a first step, the Police Department could assess how and where a bicycle patrol unit could be implemented in Carrboro.

School Crossing Guards

Chapel Hill-Carrboro City Schools (CHCCS) currently hires and pays school crossing guards. As traffic continues to increase on North Carolina's streets and highways, concern has grown for the safety of children as they walk or bike to and from school. At the same time, health agencies, alarmed at the increase in obesity and inactivity among children, are encouraging parents and communities to get their children walking and biking to school. In response, the Division of Bicycle and Pedestrian Transportation funded a study on school zone safety and decided to establish a consistent training program for law enforcement officers responsible for school crossing guards. According to the office of the North Carolina Attorney General, school crossing guards may

be considered traffic control officers when proper training is provided as specified in GS 20-114.1. At the request of the school system, the Carrboro police department provides limited training for new crossing guards accepting this position.

Mandatory Helmet Law

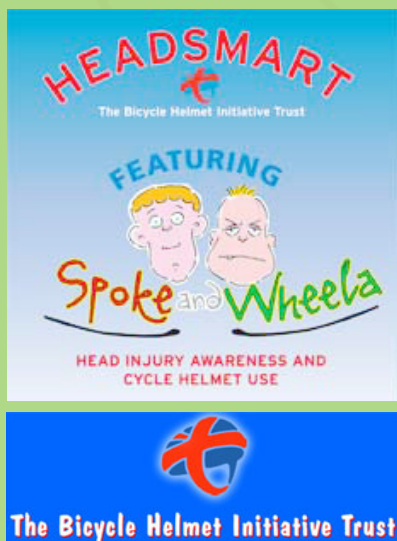
The Town of Carrboro should consider enacting a mandatory helmet law for residents of all ages. The National Highway Traffic Safety Administration (NHTSA) supports the enactment of bicycle helmet usage laws by states and municipalities. This is due to studies that show bicycle helmets provide protection (Example: Helmets are 85 to 88% effective in mitigating head and brain injuries). Over 20 states, including North Carolina, have laws requiring helmet usage for persons under age 16. A number of communities throughout the country have made helmet usage mandatory for all ages especially in the states of Missouri and Washington. In North Carolina, the towns of Black Mountain and Boone require helmets for all ages. For more information, visit <http://helmetts.org/mandator.htm> and <http://www.bikeleague.org/media/facts/pdf/BicycleHelmetUseLaws.pdf>

As an enforcement/education measure, a partnership between the Town of Carrboro, local shops and groups, and the Bicycle Advocacy Group could distribute prizes to children seen wearing a helmet. Enforcement should not be heavy handed but rather an opportunity to educate and encourage helmet usage.

Case Study: Bicycle Helmets Program

The Bicycle Helmet Initiative Trust (BHIT) in Berkshire, England, is a charity aimed to ensure young cyclists are well equipped to take part in bicycling, considered a healthy and environmentally-friendly form of transportation. Their main objective is to increase helmet wearing among children. The BHIT believes that bicycle helmets saves lives and their focus is children from all walks of life (including lower income populations and socially-challenged individuals). The Trust works with road safety officers, teachers, parents, police, and health professionals. Strategies have included education and helmet giveaways. Posters and leaflets have been prepared in multiple languages and made available to schools, youth groups, and parents. The Trust also started a community-based reinforcement strategy called Helmet Watch. Community police officers and health professionals distribute prizes and entries in a grand drawing to children who are seen on their bicycles wearing a helmet. This type of initiative could be a public-private partnership between the Town of Carrboro and local groups such as the reCYCLERY, bicycle shops, the newly formed bicycle advocacy group, or other local companies, charities, or non-profits.

For more information, visit <http://www.bhit.org/>



Enforcement Resources

Town of Carrboro Police Department, non-emergency phone number: 919-918-7397

<http://www.ci.carrboro.nc.us/pd/default.htm>

The National Highway Traffic Safety Administration (NHTSA) awarded a grant to MassBike to develop a national program to educate police departments about laws relating to bicyclists. The program is intended to be taught by law enforcement officers to law enforcement officers as a stand-alone resource. The link contains downloads for presentations, videos, and other resources that are useful for police officers and everyday cyclists alike: <http://www.massbike.org/police/>

This webpage of the Pedestrian and Bicycle Information Center has a wealth of resources regarding enforcement issues, ranging from training for local law enforcement to procedures for handling violators, to enforcement example case studies: <http://www.bicyclinginfo.org/enforcement/>

NCDOT School Crossing Guard Program

http://www.ncdot.org/transit/bicycle/safety/programs_initiatives/crossing.html

NCDOT's A Guide to North Carolina Bicycle and Pedestrian Laws. For an online resource guide on laws related to pedestrian and bicycle safety (provided by the National Highway Traffic Safety Administration), visit:

<http://www.nhtsa.dot.gov/people/injury/pedbimot/bike/resourceguide/index.html>

http://www.ncdot.org/transit/bicycle/laws/laws_bikelaws.html

<http://www.ncdot.org/transit/bicycle/laws/resources/BikePedLawsGuidebook-Part-1.pdf>

The International Police Mountain Bike Association (IPMBA) is a non-profit educational organization providing resources, networking opportunities, and the best, most complete training for public safety bicyclists: <http://www.ipmba.org/>

